

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WISCONSIN	4,891,769	5,363,675	5,466,418	5,637,212
MEDIAN AGE (YRS)		36.0	36.9	38.0
APPLETON, WI	315,121	358,365	369,349	387,298
MEDIAN AGE (YRS)		35.0	36.0	37.2
HISPANICS (ANY RACE)		6,707	7,529	9,048
STATE'S PERCENTAGE		1.87%	2.04%	2.34%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	339,178	348,302	363,162
MSA'S PERCENTAGE	94.65	97.19	101.34
MEDIAN AGE (YRS)	35.7	36.9	38.3
BLACK/AFRICAN-AMERICAN	2,747	3,171	3,593
MSA'S PERCENTAGE	0.77	0.88	1.00
MEDIAN AGE (YRS)	28.2	26.8	26.5
AMERICAN INDIAN/NATIVE	3,336	3,555	3,895
MSA'S PERCENTAGE	0.93	0.99	1.09
MEDIAN AGE (YRS)	29.4	29.6	29.0
ASIAN	7,116	7,813	9,018
MSA'S PERCENTAGE	1.99	2.18	2.52
MEDIAN AGE (YRS)	18.5	18.8	19.5
HAWAII/PACIFIC ISLANDER	91	91	113
MSA'S PERCENTAGE	0.03	0.03	0.03
MEDIAN AGE (YRS)	23.4	24.3	24.7
OTHER	2,586	2,934	3,549
MSA'S PERCENTAGE	0.72	0.82	0.99
MEDIAN AGE (YRS)	23.1	23.1	23.2

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	70,847	74,051
SUBURBAN	209,689	219,256
RURAL	88,813	93,991

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$53,404	-----	
PER CAPITA	\$24,948	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$5,841,530,000	\$7,696,580,000	31.76%
FOOD AT HOME TOTAL	\$676,009,300	\$795,487,100	17.67%
FOOD AWAY FROM HOME TOTAL	\$611,654,500	\$795,288,100	30.02%
FOOD AS % OF TOTAL EXPENDITURES	22.04%	20.67%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$121,586,200	\$143,840,700	18.30%
FISH & SEAFOOD PRODUCTS	\$11,937,800	\$14,323,100	19.98%
FRUITS & VEGETABLES	\$69,848,300	\$81,473,900	16.64%
DAIRY PRODUCTS	\$74,696,200	\$87,516,400	17.16%
BAKERY PRODUCTS	\$74,736,800	\$85,404,500	14.27%
CEREALS & PRODUCTS	\$37,266,100	\$44,449,400	19.28%
PREPARED FOODS	\$116,492,800	\$138,811,200	19.16%
JUICES	\$16,336,800	\$19,107,700	16.96%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$41,189,600	\$58,832,200	42.83%
FAST FOOD	\$17,784,000	\$24,437,200	37.41%
FULL SERVICE	\$23,405,600	\$34,394,900	46.95%
LUNCH	\$151,527,300	\$195,279,300	28.87%
FAST FOOD	\$92,300,700	\$115,175,000	24.78%
FULL SERVICE	\$59,226,600	\$80,104,300	35.25%
DINNER	\$220,630,900	\$293,054,400	32.83%
FAST FOOD	\$89,289,500	\$112,034,100	25.47%
FULL SERVICE	\$131,341,400	\$181,020,200	37.82%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$852	\$939	10.21%
POULTRY	\$216	\$241	11.57%
EGGS	\$35	\$37	5.71%
FISH & SEAFOOD			
FRESH	\$42	\$46	9.52%
FROZEN	\$29	\$34	17.24%
CANNED	\$13	\$13	0.00%
FRUITS / VEGETABLES			
FRESH	\$325	\$357	9.85%
CANNED	\$85	\$95	11.76%
FROZEN	\$60	\$62	3.33%
OTHER	\$19	\$18	-5.26%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$176	\$188	6.82%
CHEESE	\$145	\$153	5.52%
ICE CREAM	\$82	\$90	9.76%
BUTTER / MARGARINE	\$43	\$52	20.93%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$404	\$431	6.68%
COOKIES	\$76	\$80	5.26%
CRACKERS	\$44	\$46	4.55%
CEREALS & PRODUCTS			
CEREALS	\$157	\$167	6.37%
PASTA PRODUCTS	\$42	\$49	16.67%
FLOUR & MIXES	\$43	\$51	18.60%
RICE	\$19	\$23	21.05%
PREPARED FOODS			
SNACKS/CHIPS	\$150	\$173	15.33%
JUICES	\$114	\$125	9.65%
FROZEN/PREP. OTHER	\$120	\$140	16.67%
SOUPS	\$68	\$78	14.71%
SAUCES & GRAVIES	\$63	\$63	0.00%
BABY FOOD	\$46	\$50	8.70%
FROZEN MEALS	\$43	\$49	13.95%
NUTS	\$34	\$37	8.82%
SALADS	\$26	\$31	19.23%

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